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MEN who take pride in their appearance rely on the FLORSHEIM Crest for all that is new in Shoecraft; for service; for economy.

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SAM LEVY

1311-1313 Sartori Avenue, Torrance

Observations

Football Crowds Here and in England—Whales and Tales of Whales—An Old Log—Pool Journalism in Southern California and General Motors

By W. HAROLD KINGSLEY

AN English editor, writing in the Los Angeles Times, expresses astonishment at the gentlemanly and ladylike deportment of a crowd at an American football game. Drawing comparisons he writes that crowds at British games are much more boisterous, booing the officials throughout the matches and generally roaring derision at the team they wish to see defeated.

The reason for the difference in the conduct of crowds in the British Isles and here lies in the fact that the games abroad are played by professionals while here the collegians are in the game to win, without pay, seeking only honor. Had the British writer attended a big league baseball game he would have found much to remind him of a football match at home.

But somehow other American crowds at college football games seem to have caught the spirit which animates the men on the field. Booing at a big game is strangely out of place.

At the same time it strikes us that football crowds are deteriorating. The vast popularity of the sport is drawing to games elements of society which forget themselves in the excitement of the contest.

* * * * *

AT the U.S.C.-California game a beefy-faced spectator who sat near us continually hissed the officials, called upon his favorite stars to "kick him in the face" and "step on his nose." It was a good sign that most of the other spectators nearby were noticeably aggravated by this uncouth individual's boos and shouts.

We hope American football fans will not drag the sport into the mud. The young lads on the field are true sportsmen, bending bone and muscle in hot combat for the sheer love of the game. Crowds, no matter how partisan, should suit their conduct to the splendid spirit of the game itself. Else future British writers will not be able to notice the difference between football crowds at home and here.

* * * * *

BILLY Wickersham of San Pedro knows the four oceans, ports laved by all the seas, harbors with strange, alluring names. For years he sailed before the mast, rounding Cape Stiff a score of times. Now that he has left the forecastle for the more peaceful pursuits of a Pacific port, it is quite natural for him to cherish in his salty soul a host of memories—to exult at old mementoes mindful of days before steam drove stately ships from the breast of the ocean.

The other day "Billy Wick" as he is known down in San Pedro hurried over to Torrance with a million-dollar book—at least he said it was worth that much to him. It was the journal of the steward of the good ship Massachusetts, which put out from New Bedford in October, 1818, and chased whales over three oceans for three long years. It is a delightful journal, bringing one into direct personal contact with one who worked and suffered on a wind-jamming world tour after the monsters of the deep. We have read a little about those doughty old whale-hunters, who sometimes sailed all over the world for four years without stowing away a barrel of oil. And we always thrilled at the thought of their courage. This journal, which "Billy Wick" so cherishes, however, brings the stirring whaling days right home.

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MUCH has been written about the pioneers who carved the American civilization out of the western wilderness. Much, but all too little, has been penned of the windstost voyagers from easterners—such men as the old Norse, "Probably the best book of their lives, their courage and their deaths is "Moby Dick." For in this volume is woven not only a rattling sea yarn, but a complete pattern of life in New Bedford and Nantucket and aboard a whaler as well.

We commend it to all who are interested in one of the most engaging chapters of American history.

* * * * *

SUCH premature publicity as that which has been flouted in the Long Beach Press-Telegram and Los Angeles Examiner concerning the location of a large plant in the Los Angeles harbor district by the General Motors Corporation does the Southland no good.

The "news" stories published in these two papers were of the vaguest character. They were not official in any sense of the word. They constitute in the sort of publicity large corporations wish to avoid. General Motors is not anxious to have its tentative plans set forth under large headlines.

The Southland is spending hundreds of thousands of dollars a year to promote the industrial future of this territory. Premature publication of half-baked plans of large industrial corporations will undo all the good the promotion work is accomplishing.

A large company seeking a location here is apt to be frightened away—possibly to the Oakland territory by just such journalistic misstatements as those of the Press-Telegram and Examiner.

* * * * *

HAVING lived in a community where the General Motors Corporation has large interests, we know that this company exhibits and has a right to expect the press to withhold publication of big activities until the news is ready for publication.

The Torrance Herald and Long Beach News have had many opportunities to print news stories about activities of large corporations before the corporations were ready to release it. But we have on all occasions suppressed the newspaperman's natural love for a good news story and held the benefit of our community first.

We trust that General Motors will not accept the ill-timed publicity in Long Beach and Los Angeles as indicative of the news-greed of the Southern California press generally.

J. W. Barnes Store Staging Big 15 Days Sale of Real Values

"Fifteen days of intensified selling." These words as summed up by J. W. Barnes will give to the buying public of Torrance an indication of the mammoth event that this store has planned. In this issue a two-page advertisement appears for the J. W. Barnes Co. announcing their greatest value-giving month of the year. It represents a store-wide selling that offers the public wanted merchandise at a time when most needed and at attractive reductions.

As an added attraction they have arranged to give away over \$200 in merchandise free to their trade. On Friday morning of this week every home in Torrance and community will have a Tag placed on the doorknob. This tag will have a number on it. Each person is requested to keep this tag and bring it to Barnes store on Saturday morning. Various numbers will be placed on merchandise to be offered free throughout the store. If the number you have on your tag corresponds with the number that is on the merchandise, you receive the article free of charge. These numbers are good all week.

Holiday merchandise is featured throughout the month. Barnes have declared that everything in the store is to be sold at rock-bottom prices because this month is to be their greatest month.

Another feature that will interest workmen of this city is the fact that J. W. Barnes has decided to discontinue the entire men's line and devote their efforts to ladies ready-to-wear and yardage. All of this merchandise has been reduced to cost and in many instances being sold at a loss. Therefore it will pay everyone, both man and woman to carefully read this advertisement. It's saving time at Barnes and at a time when most needed.

TOWNE TALK

"Just for Fun" By RAS BERRY

W. Post he went to Amherst to school but you wouldn't know it unless you knew it.

Sat. Amherst was set to play Vermont at football. The field was a little wet and Amherst refused to play. The game was cancelled. Them Amherst boys won't even get their feet wet.

W. Post he played on the Amherst team once.

Doc Shidler's patients is building a new house for him on Post Ave.

Doc Stevenson's patients built one last yr. No wonder the high cost of operations is getting beyond the average man's appendix.

I seen Fred Palmer the other day with overalls on. I guess Don

Preferred As Gifts!
JEWELRY

Baker Smith suggests the following:
Men's Strap Watches—\$9.50
Others at \$15, \$25 and Upward
Women's Bracelet Watches—\$9.50
Others at \$15, \$35 and Upward
Diamond Rings—\$25.00
Others at \$45 and Upward

Many Novel Gifts
Cigar Lighters, Mesh Bags, Vanities, Leather Goods, Brooches, Pen and Pencil Sets, Dresser Sets, Bracelets
BUY NOW—and Enjoy Best Selections. A small deposit will reserve any gift until Christmas.

Baker Smith
Carson at Cabrillo, Torrance

How's Your Windshield Wiper?

Better have it reconditioned for these foggy nights and wet days. Drive in either of the FIX stations and let us look it over.

New Blades, Hose and Arms For All Types of Wipers

COMPLETE WINDSHIELD WIPERS

Hand type	\$1.00
Automatic	\$3.50
Electric	\$7.50

We Install All Accessories Free of Charge

Tip-Top Dressing, pint	\$1.00
Tops Sprayed	\$1.00

Waterproofs old tops—makes them like new

M. J. FIX CO.

Carson at Arlington Border at Cabrillo

Two Stations:

Keystone Feed Co. Hay and Grain Chicken Feeds a Specialty 21955 Harbor Boulevard Phone Wilmington 8704-J-1



clean up

Make every day Fire Prevention Day. But don't stop there. You need the financial safeguard of Fire Insurance, too. Clean up, prevent fire, and —INSURE

L. B. KELSEY

"Where INSURANCE is not a side line" 1405 Marcelina Ave., Torrance Phone 135-M

Armistice Day

FRIDAY will be the 9th ANNIVERSARY of the greatest ARMISTICE in all HISTORY, a day that in our humble opinion OUGHT to be, tho' it is not, NATIONAL HOLIDAY and we are REMINDED of the two ex-soldiers, one of whom had lost his RIGHT arm in the war and the other his LEFT arm. They are friends and NEIGHBORS and once each YEAR they meet and ARM IN ARM they go down town together and SOLEMNLY buy ONE pair of GLOVES for two HEROES, and we think they show a fine SPIRIT of COMRADESHIP and PATRIOTISM in taking their MISFORTUNE so lightly that they make it their own little PET ECONOMY. Moral: Let's give a little thought to our living heroes as well as the dead ones on Armistice Day.

"GEORGE"

PROBERT'S TORRANCE PHARMACY

The Nyal Drug Store Carson and Cabrillo

To Celebrate Armistice Day, We Will

Declare War on Shoe Prices

DURING THE MONTH OF NOVEMBER Below Are a Few of Our SPECIAL PRICES:

Women's Shoes	\$1.95
Men's Dress Oxfords	\$1.75
Men's Work Shoes	\$1.75
WOMEN'S BEST Tennis Shoes	85c
Children's Shoes	85c

See Our Windows for Hundreds of Others

Shoe Repairing that Lasts

Hoffman Shoe Store

1316 Sartori Opposite Masonic Temple

Salary Loans to Wage Earners Repayable in weekly or monthly installments. RATES REASONABLE San Pedro Industrial Loan Corporation 359 Seventh St. (Opposite Postoffice) San Pedro, Calif. Tel. 33-J

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